

**IN THE CLAIMS**

1. (Previously Presented) A computer-implemented system comprising:  
a processor coupled to a memory through a bus; and  
an auction price-setting process executed from the memory by the processor to determine that a high proxy bid is less than a reserve price and, in response, cause the processor to automatically publish at least one of a proxy bid information and the reserve price, the proxy bid information and the reserve price being associated with a listing for an item during an auction price-setting process.
2. (Previously Presented) The computer-implemented system of claim 1, wherein the auction price-setting process further causes the processor to automatically retract publication of the proxy bid information upon the high proxy bid exceeding the reserve price.
3. (Withdrawn) The computer-implemented system of claim 1, wherein the auction price-setting process further causes the processor to request an adjustment of a fixed price offer associated with a listing for an item utilizing the auction price-setting process, the request to be sent to a seller of the listing.
4. (Withdrawn) The computer-implemented system of claim 1, wherein the publication is performed during the auction price-setting process.
5. (Withdrawn) The computer-implemented system of claim 1, wherein the publication is performed after the auction price-setting process.
6. (Withdrawn) The computer-implemented system of claim 1, wherein the auction price-setting process further causes the processor to determine that the reserve price is published and, automatically notify a buyer that the reserve price is published.

7. (Withdrawn) The computer-implemented system of claim 1, wherein the publication includes publishing for view by a specific bidder only.
8. (Withdrawn) A computer-implemented system comprising:  
a processor coupled to a memory through a bus; and  
an auction price-setting process executed from the memory by the processor to  
determine that a high proxy bid is less than a reserve price and, in  
response, cause the processor to exchange of at least one of a proxy bid  
information of a buyer and a reserve price information of a seller, the at least one  
of the proxy bid information and the reserve price information being associated  
with a listing utilizing the auction price-setting process.
9. (Withdrawn) The computer-implemented system of claim 8, wherein the at least one of  
the proxy bid information and the reserve price information are automatically exchanged upon  
conclusion of the auction price-setting process.
10. (Withdrawn) The computer-implemented system of claim 8, wherein the at least one of  
the proxy bid information and the reserve price information are automatically exchanged during  
the auction price-setting process.
11. (Withdrawn) The computer-implemented system of claim 8, wherein the auction price-  
setting process further causes the processor to automatically invite at least one of the seller and  
the buyer to exchange the at least one of the proxy bid and the reserve price information.
12. (Withdrawn) The computer-implemented system of claim 11, wherein it is determined  
that a proxy bid associated with the seller and the reserve price are within a predetermined  
proximity of each other and, in response, at least one of the buyer and the seller is automatically  
invited to exchange the at least one of the proxy bid and the reserve price information.

13. (Withdrawn) The computer-implemented system of claim 12, wherein the predetermined proximity is within twenty percent of each other.

14. (Withdrawn) The computer-implemented system of claim 8, wherein the exchange of information is a secured exchange of information.

15. (Withdrawn) The computer-implemented system of claim 11, wherein the invitation is indicated in the listing.

16. (Withdrawn) The computer-implemented system of claim 11, wherein the invitation is indicated in the listing before the auction price-setting process.

17. (Withdrawn) The computer-implemented system of claim 11, wherein the invitation is indicated in the listing after the auction price-setting process.

18. (Withdrawn) The computer-implemented system of claim 8, wherein the exchange is performed by automatically publishing at least one of the at least one of the proxy bid information and the reserve price information.

19. (Withdrawn) The computer-implemented system of claim 8, wherein the auction price-setting process further causes the processor to make a request for an adjustment of a fixed price offer associated with a listing for an item utilizing the auction price-setting process, the request to be sent to a seller of the listing.

20. (Withdrawn) The computer-implemented system of claim 8, wherein the auction price-setting process further determines that the reserve price has been published and, in response, causes the processor to notify automatically the buyer that the reserve price has been published.

21.-25 (Canceled)

26. (Previously Presented) A computer-implemented system comprising:
- a means for determining that a high proxy bid is less than a reserve price and, in response to the determining, automatically publishing at least one of a proxy bid information and the reserve price, the proxy bid information and the reserve price being associated with a listing for an item in an auction price-setting process; and a storage means, coupled to the means for automatically publishing, for storing the proxy bid information and the reserve price.
27. (Previously Presented) The computer-implemented system of claim 26, further comprising:
- a means for automatically retracting publication of the at least one of the proxy bid information upon the high proxy bid exceeding the reserve price, the means for retracting coupled to the storage means.
28. (Withdrawn) The computer-implemented system of claim 26, further comprising:
- a means for making a request for an adjustment of a fixed price offer associated with a listing for an item utilizing the auction price-setting process, the request to be sent to a seller of the listing, the means for making the request coupled to the storage means.
29. (Withdrawn) A computer-implemented system comprising:
- a means for exchanging of proxy information of a buyer and reserve price information of a seller, the proxy information and the reserve price information being associated with a listing of an item utilizing an auction price-setting process; and a storage means, coupled to the means for exchanging, for storing the proxy information.

30. (Withdrawn) The computer-implemented system of claim 29, wherein the proxy information and the reserve price information are automatically exchanged upon conclusion of the auction price-setting process.

31. (Withdrawn) The computer-implemented system of claim 29, wherein the proxy information and the reserve price information are automatically exchanged during the auction price-setting process.

32.-33. (Canceled)

34. (Previously Presented) A computer-readable medium comprising instructions, which when executed by one or more processors, perform the following operation:

determining that a high proxy bid is less than a reserve price and, in response to the determining, automatically publishing at least one of a proxy bid information and the reserve price, the proxy bid information and the reserve price being associated with a listing for an item during an auction price-setting process.

35. (Previously Presented) The computer-readable medium of claim 34, further comprising instructions, which when executed by one or more processors, perform the following operation:

automatically retracting publication of the proxy bid information upon the high proxy bid exceeding the reserve price.

36. (Withdrawn) The machine-readable medium of claim 34, further comprising instructions, which when executed by one or more processors, perform the following operation:

making a request for an adjustment of a fixed price offer associated with a listing for an item utilizing the auction price-setting process, the request to be sent to a seller of the listing.

37. (Withdrawn) The computer-readable medium of claim 34, wherein the publication is performed during the auction price-setting process.

38. (Withdrawn) The computer-readable medium of claim 34, wherein the publication is performed after the auction price-setting process.

39. (Withdrawn) The computer-readable medium of claim 34, further comprising instructions, which when executed by one or more processors, perform the following operation:  
determining that the reserve price is published and, in response to the determining, automatically notifying a buyer that the reserve price is published.

40. (Withdrawn) The computer-readable medium of claim 34, wherein the publishing includes publishing for view by a specific bidder only.

41. (Withdrawn) A computer-readable medium comprising instructions, which when executed by one or more processors, perform the following operation:  
exchanging of proxy information of a buyer and reserve price information of a seller, the proxy information and the reserve price information being associated with a listing utilizing the auction price-setting process.

42. (Withdrawn) The computer-readable medium of claim 41, wherein the proxy information and the reserve price information are automatically exchanged upon conclusion of the auction price-setting process.

43. (Withdrawn) The computer-readable medium of claim 41, wherein the proxy information and the reserve price information are automatically exchanged during the auction price-setting process.

44. (Withdrawn) The computer-readable medium of claim 41, further comprising instructions, which when executed by one or more processors, perform the following operation: automatically inviting at least one of the seller and the buyer to exchange the proxy and the reserve price information.
45. (Withdrawn) The computer-readable medium of claim 44, wherein it is determined that a proxy bid associated with the seller and the reserve price are within a predetermined proximity of each other and, in response, at least one of the buyer and the seller is automatically invited to exchange the proxy and the reserve price information.
46. (Withdrawn) The computer-readable medium of claim 45, wherein the predetermined proximity is within twenty percent of each other.
47. (Withdrawn) The computer-readable medium of claim 41, wherein the exchange of information is a secured exchange of information.
48. (Withdrawn) The computer-readable medium of claim 44, wherein the invitation is indicated in the listing.
49. (Withdrawn) The computer-readable medium of claim 44, wherein the invitation is indicated in the listing before the auction price-setting process.
50. (Withdrawn) The computer-readable medium of claim 44, wherein the invitation is indicated in the listing after the auction price-setting process.
51. (Withdrawn) The computer-readable medium of claim 41, wherein the exchange is performed by automatically publishing at least one of the proxy information and the reserve price information.

52. (Withdrawn) The computer-readable medium of claim 41, further comprising instructions, which when executed by one or more processors, perform the following operation:

making a request for an adjustment of a fixed price offer associated with a listing for an item utilizing the auction price-setting process, the request to be sent to a seller of the listing.

53. (Withdrawn) The computer-readable medium of claim 41, further comprising instructions, which when executed by one or more processors, perform the following operation:

determining that the reserve price has been published and, in response to the determining, notifying automatically the buyer that the reserve price has been published.

54.-58. (Canceled)

59. (Previously Presented) A computer-implemented method comprising:

determining that a high proxy bid is less than a reserve price and, in response to the determining, automatically publishing at least one of a proxy bid information and the reserve price, the proxy bid information and the reserve price being associated with a listing for an auction price-setting process.

60. (Previously Presented) The computer-implemented method of claim 59, further comprising:

automatically retracting publication of the proxy bid information upon the high proxy bid exceeding the reserve price.

61. (Withdrawn) The computer-implemented method of claim 59, further comprising:  
making a request for an adjustment of a fixed price offer associated with a listing for an item utilizing the auction price-setting process, the request to be sent to a seller of the listing.
62. (Withdrawn) The computer-implemented method of claim 59, wherein the publication is performed during the auction price-setting process.
63. (Withdrawn) The computer-implemented method of claim 59, wherein the publication is performed after the auction price-setting process.
64. (Withdrawn) The computer-implemented method of claim 59, further comprising:  
determining that the reserve price is published and, in response to the determining, automatically notifying a buyer that the reserve price is published.
65. (Withdrawn) The computer-implemented method of claim 59, wherein the publishing includes publishing for view by a specific buyer only.
66. (Withdrawn) A computer-implemented method comprising:  
exchanging of proxy information of a buyer and reserve price information of a seller, the proxy information and the reserve price information being associated with a listing utilizing an auction price-setting process.
67. (Withdrawn) The computer-implemented method of claim 66, wherein the proxy information and the reserve price information are automatically exchanged upon conclusion of the auction price-setting process.

68. (Withdrawn) The computer-implemented method of claim 66, wherein the proxy information and the reserve price information are automatically exchanged during the auction price-setting process.

69. (Withdrawn) The computer-implemented method of claim 66, further comprising:  
automatically inviting at least one of the seller and the buyer to exchange the proxy and the reserve price information.

70. (Withdrawn) The computer-implemented method of claim 69, wherein it is determined that a proxy bid associated with the seller and the reserve price are within a predetermined proximity of each other and, in response, at least one of the buyer and the seller is automatically invited to exchange the proxy and the reserve price information.

71. (Withdrawn) The computer-implemented method of claim 70, wherein the predetermined proximity is within twenty percent of each other.

72. (Withdrawn) The computer-implemented method of claim 66, wherein the exchange of information is a secured exchange of information.

73. (Withdrawn) The computer-implemented method of claim 69, wherein the invitation is indicated in the listing.

74. (Withdrawn) The computer-implemented method of claim 69, wherein the invitation is indicated in the listing before the auction price-setting process.

75. (Withdrawn) The computer-implemented method of claim 69, wherein the invitation is indicated in the listing after the auction price-setting process.

76. (Withdrawn) The computer-implemented method of claim 66, wherein the exchange is performed by automatically publishing at least one of the proxy information and the reserve price information.
77. (Withdrawn) The computer-implemented method of claim 66, further comprising:  
making a request for an adjustment of a fixed price offer associated with a listing for an item utilizing the auction price-setting process, the request to be sent to a seller of the listing.
78. (Withdrawn) The computer-implemented method of claim 66, further comprising:  
determining that the reserve price has been published and, in response to the determining, notifying automatically the buyer that the reserve price has been published.
- 79.-83. (Canceled)